MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION

(All sections / Groups)

12 MARCH 2020
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **EIGHT** printed pages with **THREE** sections.
2. Answer **ALL** questions.
3. Shade your answers for *Section A* in the *OMR sheet* provided.
4. Write your answers for *Section B* and *Section C* in the *Answer Booklet* provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [20 MARKS]

Instructions: Answer **ALL** questions in this section.

1. Lucy is upset when her business proposal to supply office furniture to ATCOM Private Limited has been rejected by the CEO of the company, Mr Wong. Lucy's Marketing manager, Brian, notices that and immediately tries to comfort Lucy. He speaks in a soft and reassuring tone reminding her of all the previous successes with other companies to cheer her up. What is the type of nonverbal communication displayed by Brian to Lucy?

   A. Artifacts
   B. Kinesics
   C. Proxemics
   D. Paralanguage

2. Ted conducted a research on 'New Paradigm for Effective Marketing Communication', and he is going to present his findings to a group of managers in a conference. In his presentation, he should use _____.

   A. many tables because tables can show comparison better than any other types of illustration
   B. graphs as a mean of showing the current trend that many companies are following in their organisation
   C. videos because by using them, he does not have to talk much as the videos can 'present' the findings for him
   D. flow charts because they help present the different processes involved in changing from the old method to the new ones

3. The online banking section of a local bank is going to hold a planning meeting and requires all staff to attend it. As the manager, you need to persuade your staff to attend the meeting. One of the ways is to use a town meeting analogy in your persuasive message, comparing your company to a small community and your employees to valued members of that community. What would be the best channel to use for this persuasive message?

   A. Email
   B. Social media
   C. Video conference
   D. Face-to-face communication

4. A manager might be comfortable using hugs to congratulate or express support, but his or her subordinates could misinterpret such expressions as sexual interest. Such difference in interpretation could be the result of _____.

   A. differences in culture
   B. conflict in organisation
   C. inappropriate business relationship
   D. misgiving encouragement to the employees

Continued...

5. The first few years of Tayata's success on international arena was selling its machines abroad the way that is appropriate to the particular country. After several years of its international trading, the company realised that their international marketing operation is no longer relevant for the current machine industry. They would just prefer to use their own approach regardless where the country is. The approach taken by Tayata is an example of _____.

   A. ethnocentrism
   B. low context culture
   C. high context culture
   D. cultural centric marketing

6. Mr Mohan, the owner of MK Sdn Bhd. has to terminate the contract of a few staff to downsize the company's production unit. The Human Resource Department, thus, has to construct a proper formal letter to inform the selected staff and minimise the impact of the decision. Choose the best letter opening from the following.

   A. We apologise for not being able to renew your employment contract.
   B. Due to the significant decrease in our profit this year, the company has to opt for some drastic measures.
   C. Employees are our valuable asset and their contribution for our success and growth is appreciated. However, we must employ timely measures to survive.
   D. In order to sustain and ensure our company's existence in the increasingly competitive industry, we must cut costs, that is, reduce the number of our manpower.

7. Siti did not show her confidence during an individual job interview she attended earlier. However, she does not want to lose hope. She thinks she should do something to improve her chances of being hired. What can she do to leave a good impression after the interview? She needs to _____.

   A. apologise for her shortcomings
   B. ask politely for another interview opportunity
   C. thank the interviewer for the interview opportunity
   D. explain that she did not have enough time to prepare for the interview

8. Mr Wee, the Senior Manager in PTC & Associate was conducting a meeting with his staff, and was really upset with the disturbance around the office. Outside the office building, the sound coming from the blower was too loud that Mr Wee had to raise his voice to beat the noise and be heard. The intermittent laughter from the room next door was also distracting. However, Mr Wee had to proceed with the meeting since the department had to finalise a few important matters. What are the types of noise experienced by the meeting members?

   A. Technical, Social
   B. Physical, Psychological
   C. Environmental, Physical
   D. Grandstanding, Language

Continued...

9. Michael wants to show his findings on the current needs of the customers in food and beverage industry. Thus, in order to sustain audience's interest in his presentation, he should use visual displays, such as _____.
   I. tables
   II. graphs
   III. drawings
   IV. photographs

   A. I and II
   B. I, II and III
   C. II, III and IV
   D. All of the above

10. Your company in Malaysia has set a date and time for you and the anti-virus software provider in Taiwan to communicate in order to resolve the recent virus outbreak issues that attack your company's software. This issue needs to be quickly solved; thus, the most suitable communication channel to be used in such situation is _____.

    A. email
    B. social media
    C. video-conference call
    D. face-to-face communication

11. Ali was pleased and satisfied with the outcome of the presentation he has just concluded because he had really put in lots of effort in preparing the slides and rehearsing his presentation a few times before the actual presentation. "That's the best presentation I've seen so far", commented Allan while patting on Ali's back. "Thank you", replied Ali with a smile. Interestingly, it was the first time for Allan to say something nice like that. Which type of nonverbal communication was exhibited by Allan?

    A. Haptics
    B. Kinesics
    C. Proxemics
    D. Paralanguage

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12. In 2009, two Village Pizza employees thought it would be funny to post a video of themselves, defiling sandwich ingredients. The duo created five videos in total, one of which showed an individual spitting on the cheese in a sandwich, among other unsanitary activities. The video went viral and an estimated number of 1 million people viewed these videos before they were removed two days later. As the CEO of Village Pizza, identify the appropriate ways from the options below to respond to the crisis.

I. Using Facebook to respond to customers
II. Uploading an apology video on YouTube
III. Sending letters to customers explaining the situation
IV. Apologising in a full page advertisement in a newspaper

A. I, II
B. I, IV
C. I, II, III
D. I, II, IV

13. A lot of questions would be asked during a job interview which could lead to the interviewee thinking that the interviewer is being difficult by asking too much. However, the questions asked by the interviewer is to gauge the interviewee's _____.

I. knowledge
II. leadership ability
III. interest for the job
IV. willingness to work beyond the normal working hours

A. I and II
B. I, II and III
C. II, III and IV
D. I, II, III and IV

14. In Olympian Trading, Alex has to prepare extensive policy reports detailing new corporate initiatives, such as fee reimbursement and sexual harassment policies. His latest report provided both quantitative and qualitative data on employees' perceptions and needs. These reports should help the management to make data driven decisions based on unbiased evidences. What type of reports are these?

A. Analytical
B. Sales Report
C. Annual Report
D. Progress Report

Continued...

15. A great deal of advertising from one of the tobacco giants, Kingston, targets teenagers. Despite stricter regulations, Kingston still prominently places advertisements and products in magazines and convenience stores. They continue creating the images of smokers being cool and mature persons. Which of the following good business communication practices have they not adhered to?

    A. Giving credit
    B. Being objective
    C. Telling the truth
    D. Communicating clearly

16. Mr Soo is driving to office to chair a meeting involving a few important individuals from various organisations. He does not anticipate heavy traffic today, but finds himself stranded in the traffic jam. Based on the traffic update on the radio, he believes that he would be late for the meeting by 15 to 20 minutes. Therefore, he calls Suzy, his secretary, to inform the meeting participants about his late arrival. Which of the following is the best way for Suzy to inform them?

    A. "Please help yourself with the refreshment provided."
    B. "Mr Soo contacted me just now and said that he will be a little bit late for the meeting."
    C. "Mr Soo asked me to tell you to wait for a few minutes since he is caught in a bad traffic jam."
    D. "Mr Soo apologises for being a little late by 15 to 20 minutes. In the meantime, please help yourself with the refreshment."

17. "Don't worry. This won't take too long", insisted Raju, trying to convince Lisa to fill the form for a new credit card application. Trying to maintain a comfortable distance with Raju, Lisa stepped back since Raju was too close to her. Which type of nonverbal communication was exhibited by Lisa?

    A. Haptics
    B. Kinesics
    C. Proxemics
    D. Paralanguage

18. While communicating with his client, John has to understand the received message comprehensively since any misunderstanding can lead to a major problem. In doing so, John has to _____.

    I. think about the language to use
    II. attempt to understand the message
    III. think about the content of the reply message
    IV. read between the line to interpret the message

    A. I and II
    B. II and III
    C. II and IV
    D. III and IV

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19. Sam is the Marketing Manager of "Perpetual Beauty" company, and he has to complete his survey report on the customers' responses to a newly introduced skincare product. In doing so, Sam has to include the following Front Matters of the Preliminary Section to complete his report. The required elements are _____.
    I. Abstract
    II. Table of content
    III. Acknowledgment
    IV. Terms of Reference

    A. I and II
    B. I, II and III
    C. I, II and IV
    D. I, II, III and IV

20. Mr X is rather confused when inadequate information is given on the event he is supposed to attend. Some questions that linger right after reading the invitation message are: "Should he wear a formal outfit?", "Should he bring a gift along?", "Can he leave early since he has another appointment?", "Is he required to prepare a speech?" From Mr X's dilemma, assumption can be made that Mr X is from a _____.

    A. low context culture
    B. high context culture
    C. medium context culture
    D. none of the above

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SECTION B: INTERPRETATION OF NON-LINEAR TEXTS [15 MARKS]

Instructions: Based on the information below, write the **Findings, Conclusion** and **Recommendation** sections of a formal report in about 150 to 200 words.

The household consumption expenditure statistics was obtained based on the findings from Household Expenditure Survey (HES) conducted in year 2019. The survey covered urban households in six selected states of Malaysia. The data obtained is displayed in Figure 1 and Table 1.

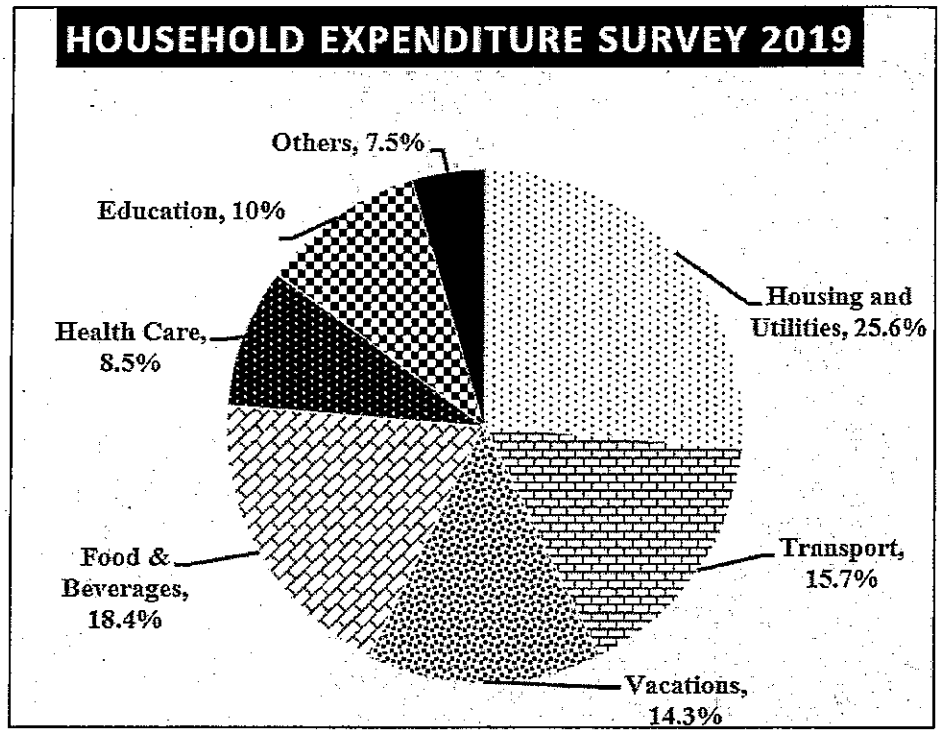

Figure 1. *Report on monthly household expenditure survey (2019)*

Table 1. *Mean monthly household consumption expenditure (2019) and compounded growth rate (2017-2019) by state*

States	Mean Monthly Expenditure (RM)	Growth Rate per Annum (%)
W.P. Putrajaya	6,971.00	10.7
W.P. Kuala Lumpur	6,214.00	9.0
Selangor	5,183.00	7.6
Melaka	4,374.00	6.9
Pulau Pinang	5,190.00	8.9
Johor	6,148.00	10.4

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SECTION C: WRITTEN COMMUNICATION [15 MARKS]

Instructions: Write an email of about 250 words based on the situation below.

SITUATION:

You work for a large company that needs to engage a freelancer or small company for a specific job. Write an email to the freelancer/small company asking them to work with you on a particular job.

Before you compose the email, reflect on the following points:

- What is your company's business and what products/services do you offer?
- What job or project of your company needs a freelancer or small company? For instance: an IT project; an auditing job; a staff training; a legal service; or a design service.
- Who are you going to address your email to?
- How did you get their contact information? For instance: The Internet; recommendation from a colleague; social media contact; former experience etc.
- What exactly do you want this freelancer/small company to do?
- What do you need to know in terms of their charges, availability, required resources etc.?
- Do you have any specific questions to ask them about this job/project? For instance: some specialist knowledge that they have.

Compose an **email** and include ALL the above information. You may add any other relevant information.

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